

REMARKS/ARGUMENTS

Claims 6, 7, 11, 12, 14-20 and 23 are pending in this application. Claims 1-5, 8-10, 13, 21 and 22 have been previously canceled. Claims 6, 11, 12, 16, 19 and 23 have been amended herein.

35 U.S.C. §103(a) Rejection

Claims 6, 7, 11, 12, 14-20 and 23 have been rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Publication 2005/0071425 to Chung et al., (hereinafter "Chung") in view of U.S. Patent 7,082,407 to Bezos et al., (hereinafter "Bezoz"). Applicants respectfully submit that the present claims are patentable over Chung in view of Bezos.

The claimed embodiment of the invention describes, in part, that the recording medium includes both content identification information and locator information. Accordingly, a user does not need to input a URL in order to connect to the content server. Moreover, a connection to the content server can be made even if the user does not know the URL of the server.

Chung discloses a recording medium which includes the International Standard Recording Code (ISRC) information. The ISRC information includes "a country code..., a copyright holder code..., a year of recording code..., and a recording number code." (see Chung at page 2, paragraph 0037, lines 11-14). In contrast, claim 6, and similarly claims 11, 12, 16, 19 and 23 recite "a recording medium control module configured to read *content identification information* from a recording medium for identifying content of audiovisual information and *locator information...for locating a provider of service information.*" (emphasis provided). As such, Applicants respectfully submit that the ISRC information in Chung fails to disclose content identification information or locator information, as recited by claim 6.

Chung at page 3, paragraphs 0042 and 0046 discloses that the ISRC information is combined with a cookie file stored in a client's browser. The cookie is then required in order to connect to a server. Accordingly, if the client browser does not include the cookie file, then the client cannot connect to the server. For example, if a user of Chung's system attempts to use

the recording medium in a different system that does not include the required cookie, the user would not be able to access the server. In contrast, claim 6 recites that the "locator information...[is] *in the recording medium*." (emphasis provided). As such, since the locator information (e.g., server URL) is included within the recording medium, the user will be able to access the content server regardless of where the user attempts to use the recording medium.

Additionally, claim 6 recites that a "database control module is configured to *compare the content identification information from the provider and the content identification information* in a management database." (emphasis provided). Claim 6 further recites that the database control module is configured "to register the content identification information and the locator information in the management database *if the content identification information and the locator information have not been registered in the management database*[, and] to *not download a content corresponding to the content identification information* from the provider if the content identification information is *already registered in the database*." (emphasis provided). Chung discloses registering the ISRC information; however, Chung does not check to determine whether the ISRC information has been previously registered. As such, the ISRC information for a given recording medium may be registered many times, even if it has already been registered. This is inefficient and causes an increase in network congestion. Whereas claim 6 only registers the content information if it has not previously been registered.

Furthermore, Bezos also fails to disclose any of the limitations discussed above. Since neither Bezos nor Chung disclose the cited elements, the combination of Bezos and Chung as a whole also fails to make obvious the claims. Accordingly, for at least the reasons stated above, Applicants respectfully submit that claims 6, 11, 12, 16, 19 and 23 are patentable over Chung in view of Bezos. Furthermore, because claims 7, 14, 15, 17, 18 and 20 depend from independent claims 1, 16 and 19, Applicants respectfully submit that claims 7, 14, 15, 17, 18 and 20 are also patentable over Chung in view of Bezos for at least the same reasons. As such, Applicants respectfully request that the rejection of claims 6, 7, 11, 12, 14-20 and 23 be withdrawn.

Appl. No. 10/731,235
Amdt. dated August 1, 2007
Reply to Office Action of May 1, 2007

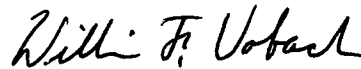
PATENT

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 303-571-4000.

Respectfully submitted,



William F. Vobach
Reg. No. 39,411

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111-3834
Tel: 303-571-4000
Fax: 415-576-0300
WFV:klb
61074502 v1